

together with a product that has become as much an American institution as "apple pie and Mom," in this case a chain of stores, have succeeded in making F.W. Woolworth's centennial this year a true celebration, and all but guaranteed another hundred years of success. The author of this article states that even for those stores that do not have "the advantage that the Horatio Alger history on Woolworth's founding is taught in every grade school..." the planning for the anniversary contains many elements that can be adapted by other stores. Starting in 1976, objectives were outlined, which included the following: to enhance the corporate image among employees, the general public, suppliers and the investment community; to increase public interest and goodwill for the stores; to increase store

traffic, sales and profits, with strong weekly promotional programs; to stimulate pride and participation among personnel; to maintain a continuous flow of special events throughout the year, to build awareness and cumulative benefits during the anniversary; and on a corporate-wide basis, to maintain continuity in advertising and promotional events throughout the anniversary year. The article details the steps taken, starting with the establishment of committees. How plans were formulated, the roles played by the various committees, and the success of the strategy are examined and assessed in the article. Box articles present anniversary programs successfully designed an implemented by two smaller, prestigious stores—Carson Pirie Scott in Chicago and Froug's in Tulsa, Oklahoma.

Associations	
Computer applications	482
Austria	
Ski industry	305
Automobile Industry	
International marketing	632
European industries	
Automotive Industry	
Imported cars	374
International	309
International	
Vehicle production	117
U.S. in the World Market	96
B	
Banking	
Automatic transfer accounts	581
Commercial Environment: 1960's to 1980's	584
Behavioral Science	
Activation research	
Psychobiology	292
Computers/human performance	12
Consumer	
Attitudes	
Credit	77
Purchase decision process	
Satisfaction/dissatisfaction	79
Employee motivation	614
Entrepreneurs, characteristics	428
Executives, mental health	390
Human resources development	
Product/services guide	483
Impulse buying	201
Investor characteristics	230
Male-female differences	
Industrial sales	72
Managers	
Role in managing people	25
Marketing research	
Attitude measurement	384
Personal selling	53
Psychographic study	
Radio, TV audiences	369
Purchase behavior/credit card	623
Social marketing	376
Belgium	
Business incentives	58

Bibliography	
Coal conversion	348
Education publications	385
Marketing	
Small business	168
Marketing effectiveness	
Accounting, finance	387
Biography	
Textile leaders	564
Brazil	
Motor business	309
Business	
Alabama, statistics	545
American	
Black managers	27
CEO qualifications	162
Census data	
Applications	383
Communications	
Employee	226
Letter, report writing	
Seminar checklist	131
Compensation practices	
Advertising agencies	474
Corporate planning	398
Corporate profit survey	241
Development plan	85
Entrepreneurs, characteristics	428
Farm cooperatives	93
Forecasting technology	
Planning decisions	29
Geo-political index	
Survey results	535
Human resource revolution	207
International	
China, problems	313
Third World Multinationals	39
U.S. subsidiaries	631
International 1979	523
Job growth rate in 1980's	204
Leadership, Southern	
Trends	653
Liquidity	
Financial reporting	238
Management	
Internal auditing	612
Management dictionary	480
Management promotions	617
Marketing	
Plan development	620
Matrix management	17
MBA talent hunt	144
Montana forecast	413

Name choosing	427
New Mexico	
Current events	412
Outlook 1979	
Survey of chief executives	88
Private mail delivery	126
Profit survey	112
Purchasing	
Communications profile	310
References sources	425
Retailers	
Direct mail ad. selling	5
Science of negotiation	164
Selling, U.S. government	322
Small business	
Fraud opportunities	652
Program/forecast	333
Small business owner	426
Small business profits	242
Small, marketing research	180
Sporting goods	220
Starting and succeeding	84
Statistics 1977	87
Statistics-1977	
Corporate earnings	206
Supervisors, subordinates	
Ideal	26
Trends—1979	208
Unemployment	
Youth profile	639
U.S., Canada	
Car policies, costs	229
World monetary trends	115
Writing techniques	477
Zero based budgeting	666
Beef price increases	91
Energy alternatives in crop production	211

Pulp, paper mills	
Directory	99
Travel trends	248
Vehicle production	117
Catalog	
Export reports	
International trade	649
Central America	
Economic integration program	304
China	
Computer market	148
Trade, U.S.	313
Colorado	
Manufacturers	562
Publications about	130
Ski areas, Aspen	73
Ski, winter recreation statistics	591
Skier characteristics	74
Skier characteristics	
Vail	256
Communications	
Advertising manual	472
Electronic editing	609
Information systems and services	453
Management guide	616
Mass media	
Public attitudes	668
Oral skills	
Improvement manual	479
Ownership survey	642
Salary profile	
Male/female survey	667
Communications Industry	
Advertising	
Telephone	377
27 most common mistakes	3
Business films, documentaries	
How to write, direct, produce	228
Awards for ad communications	436
Colorado	
Publications about	130
Commercial satellite communications	375; 454
Communicating word processors	267
Directory	
Information systems, services	374
Directory of corporate communications	435
Directory of periodicals	125
Electronic mail	573
Fiber optics	268

C

Canada

Business car policies, costs	229
Current marketing topics	33
Directory	
Awards, honors, prizes	251
Marketing surveys, services	291
Motor business	309

Handbook	132	Name choosing	427	News bureau in U.S.	129	Trends	653
Health media buyer's guide	123	Credit		Periodicals	125; 633	Business letters	601
Influence, adolescents	646	Banks		Pharmaceutical marketers	336	Consumer economics	
Media conglomerates	257	Training	604	Photographers	637	High school students	68
Pro's & cons for advertisers	257	Credit and Collections		Press/radio/TV	127	Curriculum materials	
Military satellite communications market	377	Bankruptcy, surviving	438	Public relations executives	531	Guide-free materials	8
News bureaus in U.S.		Commercial		Pulp, paper		Directory of directories	603
Directory	129	Analysis	141	U.S., Canada	99	Enrollment trends	600
Practical video	128	Consumer	263	Research centers	383; 468	Exchange directory	
Private mail delivery	126	Commercial, information personnel	329	Sources of geographic information	124	Higher education	476
Publications directory	127	Consumer credit survey	142	Speakers, lecturers	252	Finances of school districts, 1977	357
Satellite communications	121	Federal reserve statistics	353	Statesmen's who's who	520	Financing	
Sources of geographic information	124	Revised		Texas manufacturers	218	Orient Parish School System	
TV advertising		Retail stores, promotion		Textile leaders	564	Analysis	367
Retail photo	118			Where to sell it	464	Free materials	
Computers				ZIP code sales information	516	Guide to filmstrips	146
Application	482	D		Distributed Systems		Social studies	9
Associations	155	Dairy Products		Survey	607	Management, curriculum	166
Codes markets	273	Market		E		Management trainees	
Composition	15	Yogurt, dairy products	337	Ecology		Communication problems	285
Databank sharing	609	Decision making		Environment, economy of Southwest	217	Marketing conference	596
Electronic editing	395	Consumer	643	Myths		MBA talent hunt	144
Forecast, special report	481	Management		Energy, matter	216	Middle management	
Hiring personnel	12	Statistical index	611	Water allocation		Training	145
Human performance technology	274	Demographics		Montana	215	Planning and control	264
IBM		Mobility, reasons	411	Economics		Publications bibliography	385
User satisfaction	270	Demography		Administrative manager's role	498	Publishing, book	265
IBM system/34	14	Industrial purchasing	647	Agriculture		Colleges/schools, guide	265
User analysis	270	Migration		World trade	92	Questionnaire design	266
Installation guidelines	605	U.S. poor	184	Arab import plans	432	School enrollment	143
Management information systems	269	National patterns		Compensation, employee	501	Electronic Data Processing	
Market		Texas public school enrollment	532	Consumer economics	68	Automated Financial Systems	153
Software, services	272	Denmark		High school students	68	Chinese, Russian computer markets	148
Medical uses	147	Business incentives	58	Corporate earnings/debt	580	Codes markets	155
On-line data communications	366	Dictionary		Survey results	635	Communicating word processors	267
Pricing process	151	Advertising terms	368	Disaggregated analysis	622	Computer composition	273
Retail applications	484	Management, business	480	Zinc demand, U.S.	663	Computer graphics software, services	273
Department/specialty stores	372	Trade names	655	Federal reserve	63	Computer pricing process	151
Independent stores	484	Direct Marketing		Monetary management	63	Data entry industry	149
Small business	606	Industrial strategy	626	Florida		Dictionary	
Installation guide	150	Directory		Per capita income	418	Microcomputer terminology	156
Small business computers	271	Addresses, phone numbers		Forecast, decade	515	Directory	
Word processing/office automation		50,000 most wanted U.S. numbers	534	Future of Southwest	217	On-line data bases	608
Construction Industry		Africa	522	Gasoline demand	628	Distributed systems	607
Apartment market outlook	589	American education	603	Price elasticity	549	Fiber optics	268
Housing/location satisfaction	447	Associations	312	Government vs. economic growth	638	IBM	
Industrial park growth	586	Book publishers	640	Income mobility	194	User satisfaction	274
Montana housing needs	108	Budget models	465	Poor	638	Insurance industry	443
Mortgages, appraisals	445	Bullinger's postal, shoppers guide	297	Industrial outlook 1979	194	Management information systems	270
Office market	452	Campgrounds	255	Industry expansion	535	Microprocessor	157
Office market review	133	Canada, United States		State/local support	535	Modes and Multiplexers	152
Texas, housing demand	196	Awards, honors, prizes	251	Industry, projections 1979	370	Over-the-counter computer market	154
Industrial plants	69	Collectors, dealers, valuables	451	Inflation	358	Retail	
New plants	195	Colorado manufacturers	562	Control of	109	Inventory status reporting	669
Plant construction		Company data	546	Inflation vs. investment	109	Small business computers	150
Consumers		Computers		International	304	SNA and user	13
Adolescent, learning		On-line data bases	608	Central America, program	530	Word processing/office automation	271
Influences	646	Consultant services	527	Proposed new order	530	Employment	
Adolescents		Consumer complaints	327	Investment analysis	664	Evaluating overseas opportunities	254
Acquisition of consumer role	78	Consumer electronics	541	Bonds	422	Montana	423
Advertising		Convention		Jobs in the 1980's	422	Public relations	
Black models	595	Sites	385	Labor force	608	Career guide	619
Consumer Reports	140	Corporate affiliations	82	Legislative climate	016	Teenage unemployment	548
Behavior		Corporate communications	435	Economic development	016	Encyclopedia	
Effect of information	76	Corporate financial sourcebook 1979	236	Low income groups	634	Accounting control	615
Buying power	539	Credit Information Personnel		Reverse commuting effects	634	Energy	
1979 survey	645	Commercial	263	Mexico/U.S. employment	529	Air pollution control	350
Cost of living, VA	198	Electronic new product	556	Border industry	529	Alternatives in crop production	211
Credit	77	European associations	307	Monetary growth/deceleration	437	Applications survey	659
Credit cards/purchasing	623	Fast food restaurants	449; 462	Monetary policy and the economy	234	Arab oil, prospects	432
Credit survey	329	Federal government		Money market funds		Auxiliary electric power system	347
Decision making	643	Information sources	320	Aggregate analysis	665	Coal conversion	
Food consumption patterns	199	Federal government purchasing offices	192	Montana	423	Bibliography	348
Household income, 1977	331	Forbes 500	430	Myths		Conservation devices for freight carriers	560
Impulse buying	201	Foreign manufacturers in U.S.	306	Energy, matter	216	Conservation market	
Information usage		Forest products	657	New Mexico, 1978-79	420	Heating, cooling, lighting	346
Durable goods	644	Franchises	189	North, South duel for dollars	299	Conservation study	518
Life cycle research	200	Free stock photography	384; 469	Oil companies/658		Economy, prospects	515
Marketing and the consumer movement	326	Fur industry	335	Oklahoma		EER products vs. price	214
Market research handbook	175	Gavel		Labor	205	Forecast to 1990	561
Mass media		1979 annual international	470	Price level measurement	512	Iranian oil crisis	98
Communications attitudes	668	Government reference books	250	Productivity/economy, role	209	Limiting oil imports	307
Predicting food use	330	Higher education		Projections, U.S., to 1983	365	OPEC, oil prices	213
Psychobiological responses	292	Marketplace, almanac	476	Review and forecast	386	Oil companies	658
Purchase decision process	79	Industrial, commercial traffic executives	554	South Dakota, tourism	386	Oil shale, outlook	559
Satisfaction/dissatisfaction	328	Industrial purchasing power	416	Stock market	661	Outlook	
Reliability of Psychographics		Information systems, services	374	Strength indicator		Study overview	558
Conventions		International		Texas		Outlook for agriculture in Southwest	343
Market report	169	Commerce firms	83	Housing demand	133	Prospects/policies	433
Corporations		Low cost tourist attractions	463	New/expanded plants	69	Recycling	181
Facilities, investors	240	Management consultants	488	Plant construction	195; 196	Solar heating and cooling	349
Responsiveness to		Manufacturers' representatives	94; 431; 555	Plant expansion	323	Solar products	345
Consumer requests for information	2	Marketing surveys, services		Unemployment, teenage	548	Transportation policy	576
Small business, planning	487	United States, Canada, Europe	291	U.S. energy problem	344	U.S. oil geography 1990	434
Small meetings	654	Media personnel	533	Virginia, localities		U.S. problem	344
Corporate		Meeting facilities	590	Education		Engineering	
Self-government	650	Microcomputer terminology	156	Audio/visual materials		Control engineers, profile	537
Corporations		Motel chains, budget	380	Guide-free materials	10	Environment	
Headquarters locations	417	National Faculty 1979	7	Business leadership		Recycling	181
		New products	371			Europe	

Marketing surveys, services	291	Statistical abstract	60	Hospitals		German/American companies	
Western				Finances 1967-77	110	Investment analysis	631
Business trends	58	Food Industry		Marketing hospitals	542	Japanese/United States trade	
Motor industry	58	Beef price increases	91	New Mexico		Current events	404
Executives		Convenience stores, report	351	Containing cost of health care	458	Legislative climate	
CEO qualifications	162	Declining competition, effects	224	Pharmaceutical marketing	459	Economic development	16
Health, emotional	390	Encyclopedia		Pharmaceuticals		Locating facilities in foreign countries	409
F		Foodservice industry	219	Production costs	244	Marketing	
Federal Government		Foodservice buying guide	415	Pharmaceutical marketing	379	European profile	406
Consumer agency		Future of	222	Third-party prescriptions	379	Identifying/defining markets	310
Protest against	486	Menu survey, 1979	381	Hospitality Industry		Marketing opportunities in Japan	310
Federal reserve		Mergers, acquisitions	188	Financial report, 1978	414	Marketing research	42
Monetary management	62	Thomas Grocery Register 1979	101	Hotel/Motel Industry		Mexico/U.S. border industry	529
Federal Trade Commission		Top 50 companies	89	Budget chains, directory	380	Motor vehicle data	122
Advertising research	621	Tuna fish	90			Multinational business	308
Information sources		Forestry				Multinational business	
Directory	320	Miscellaneous area attitudes toward	557			Public affairs, managing	396
Internal Revenue Service		France				Multinationals/human rights	517
Guide	485	Business incentives	58			OPEC, oil prices	213
Publications		China, earthenware tableware	305	Imports/Exports		Profile	
Guide	64	Furniture, furnishings industry	305	Cars	374	Middle East, North Africa 1978-79	57
Social Welfare		Vehicle production	117	Limiting oil products	97	Retail profile	
AFDC programs	638	Franchising		U.S. exports	373	Photogoods, chemists	630
Federal Reserve Bank		Opportunities	552	Information sources	373	Retail trades	
Automatic transfer accounts	581	Fund Raising		Industrial		Co-op societies	405
Finance		Annual report 1978	636	Earnings	651	Saudi Arabian leaders	187
Corporate earnings	651	G		Industrial Marketing		Tourism	246
Finance and Financial Institutions		Germany		Management planning	648	Tourist's guidebook	478
Bank forecasting	441	Cutlery market	305	Industry		Business, industry	478
Bankruptcy, surviving	438	Vehicle production	117	Carpet market	341	United States, Mexico relations	186
Banks		Government		Commercial space transportation		Ireland	
Annual statements	660	Business use of government statistics	424	NASA's initial pricing policies		Business incentives	58
Marketing strategies	578	Graphic Arts Industry		Economic analysis	47	Italy	
Training	604	Buyers' guide	563	Construction forecast '79	243	Business incentives	58
Business		Marketing programs, banks	578	Earnings/debt	580		
Government regulations	375	Organization guide	394	Economic projections, 1979	370	J	
Profit survey	112, 241	Guide		Energy cells	334	Japan	
Business liquidity		Agency compensation	259	Expansion, support		Marketing opportunities	310
Financial reporting	238	Business law	610	State/local governments	535	United States trade	
Cash flow projections	372	Encyclopedia		Financial analysis	368	Current events	404
Commercial lending		Graphic arts	339	Floor covering	71	Vehicle production	117
Working capital, formula	439	Federal government	485	Food		Jewelry Industry	
Commercial loans, marketing	364	Free audio/visual materials	10	Mergers, acquisitions	8	Marketing strategy	565
Corporate scoreboard	360	Free filmstrips	146	Fur, directory	335		
Corporate sourcebook 1979	236	Free materials		Government intervention, innovation	543	L	
Credit		Social studies	9	Government laws, effects	549	Labor	
Revised Federal Reserve statistics	142	Government publications	64	Hotels, motels		Alien, illegal	408
Dollar vs. foreign currencies	237	Graphic arts		Best Western	197	Employee attitude, opinions	544
EFTS		Buyers' information	563	Industrial purchasing power	109	Growth rate in 1980's	204
Privacy/convenience trade offs	579	Information about companies	193	Investment vs. inflation	308	Job evaluation	
EFTS, analysis		Information workbook	318	Mining, international	641	Union views	202
Cost/revenue requirements	111	Installing electronic accessories	249	Office products	194	Jobs in the 1980's	422
Education		Investment		Outlook for 1979	647	Montana financial organizations	419
Orleans Parish School System		Penny stocks	574	Pharmaceutical		Job satisfaction	419
Comparative analysis	367	Subsidized housing	440	Third-party prescriptions	379	Employment statistics	
Federal Reserve intervention policy	356	Manufacturing		Plastics	342	Oct. '78	80
Finances of school districts, 1977	357	Batteries	656	Pressure sensitive adhesives	324	January 1979	332
Financial analysis		Organization	394	Purchasing power	647	Oklahoma statistics	203
Industry, 1978	368	Paging sources	95	Sales management		Nov. '78	421
Financial statements	359	Publishing, book		Compensation frequency	514	Today's worker	421
Analysis		Colleges/schools	265	Solid waste pollution control	325	Laws and Regulations	
General Motors gears up for world market	311	Researcher's guide to Washington, DC	319	Space industrialization	225	Business fraud	652
Inflation		Scholarly periodicals 1979-80	136	Survey, purchasing power	416	Business law	
Control of	358	Tourist attractions		Trade names	655	Executive guide	610
Internal decision making	577	Low cost	450	U.S.		Consumer agency protest	486
Investing on your own	373	Training		Small appliances	65	Financial Institutions Reform	
Investment		Products, services	483	Western Europe		Maine	107
Subsidized housing	440	Travel tips	448	Plastics additives	340	PTC, Advertising research	621
Analysis bonds	664	World coinage 1965-77	253	Writing techniques	477	Legislative climate	
Mutual funds annual survey	575	Guidebook		Information Industries		Economic development	16
Penny stocks	574	Communication		Advertising history	473	Private business	375
Investor characteristics		Personal communication	616	Insurance Industry		Water allocation	215
Behavioral/attitudinal	230	H		Acquisition/mergers, UK	232	Luxemburg	
Management of investments	582	Handbook		On-line data communications	366	Business incentives	58
Monetary growth, inflation, unemployment	444	Advertising manager	592	On-line data processing	443	M	
Monetary policy and the economy	234	Business use of government statistics	424	Pricing, territorial	369	Management	
Money market certificates	231	Communications		International		Administrative	
Money market impact	665	Fiber optics industry	132	Agriculture		Changing role	158
Mortgages and redlining	442	Consumer market research	175	World trade	92	Advertising handbook	592
Personal financial planning	113	Management for public administrators	378	Business 1979	523	American business	
Public financing		Public relations	625	Business with China	524	Black managers	27
Private business	233	Health Care Industry		Buyers guide		Approaches to retail outlets	159
Recession/monetary growth	437	Buyer's guide		Battery manufacturers	407	Association salaries	
Reform in Maine	107	Health media	123	Central America		Men vs. women	287
Residential property, appraising	108	Canadian pharmaceutical industry	457	Economic integration	304	Attitude surveys	28
Shopping center outlook	361	Consumer uses	378	Countries, leaders	302	Business dictionary	480
Small business profits	242	Costs, U.S./New Mexico	147	Demarketing infant formula	528	Business planning	398
Stock market		Defense against critics	446	Direct mail, company periodicals	171	By objectives	493
Consumer indicator	661	Equipment market		Economics		CEO qualifications	162
Texas		Purchasing decisions	62	Proposed new order	530	Choosing a computer	605
Urban fiscal strength	106	Forecasting		Economy, review, forecast	386	Communication techniques	572
R&D expenditures	114	Marketing implications	245	Energy, world outlook	561	Communications guide	616
Textile and apparel directory	351	Hospital market	538	Europe			
Top 200 banks—1978	363			Auto industry	632		
Transfer of funds model				Europe, energy			
Multinational corporations	235			Conservation study	518		
World monetary trends	115			Food crisis	521		
Florida				Foreign manufacturers in U.S.	306		
Income, population statistics	418			General Motors and the world market	311		

Computers		Representatives directory	494	Military satellite communications	377-436	Philanthropy	
Organizational role	395	Survey, purchasing power	416	Personal identification systems	191	1978 annual report	636
Creative decision making	288	Marketing		Solar energy heating and cooling technology	349	Photographers	
Decision making	611	Accounting, finance	387	Solar products	345	Directory	637
Sex differences	22	Effectiveness profile	387	Traffic control	338	Physical Distribution	
Decision-making problems	286	Advertising		United States	315	Association	40
Delegation of responsibility	165	Measuring effectiveness	6	Bottled water	338	Conference proceedings	627
Distributed systems	607	And the consumer movement	326	Valuables, collectors, dealers	431	Delivery terms	627
Economics		Banks, commercial	578	Meetings		Planning	
Administrative manager's role	498	Business development	364	Corporate and public	499	Strategies for selling to the foodservice market	467
Employee communications	226	China, U.S. problems	313	Mexico		Population	
Employee motivation	614	Demarketing infant formula	528	Aliens, illegal	408	Elderly	
Employee motivation		Durable goods buyers		US border industry	529	Migration from U.S. central cities	36
Nonverbal communication	497	Information usage	644	United States	186	Patterns, 1960-70	36
Encyclopedia		Education's conference	596	Middle East		Montana	423
Professional management	19	Expanding role	382	Profile 1978-79	57	Texas, projections	133
Field managers	48	Foreign markets		Montana		United States	185
Field sales force supervision	48	Identifying/defining	38	Economic forecast	413	Statistics	185
Forecasting technology	29	Function	378	Housing survey	586	Pricing and Price Policy	
Guide to Video	128	Healthcare equipment	62	Multinational Business		Commercial space transportation	
Handbook for public administrators	20	Hospital services	542	Markets, defining	38	NASA's initial schedules	
Health problems, mental	390	Industrial planning	648	Review	59	Economic analysis	47
Hiring		Industrial		Multinational Corporations		Comparative shopping	399
Executive search consultants	24	Direct mail	626	Management strategies	500	Ad effectiveness	628
Pros and cons	496	International	406	Human rights, relationship	517	Gasoline elasticity	399
How executives rate themselves	496	European profile	427	Public affairs management	396	Measuring levels	512
Personnel emphasis	397	Name choosing	54	Third world growth	39	Scarcity strategy	400
Industrial R&D	284	Plan development	620	Transfer of funds model	235	Product lines	511
Information resource manager	289	Retail stores		Municipal Government		Strategies	400
Internal auditing	612	Celebrations	672	Disclosure Practices	321	Printing	
Investments	582	Strategy	507	Indexing the past		Forecasting the future	429
Leadership perspective	167	Systematization of marketing	43	N		Printing and Publishing	
Letterpress writing		Telephone	377	Nebraska		Forecast '79	98
Seminar checklist		Theoretical developments	388	Retail sales	570	Industry	
Planning guide	131	Third world countries	681	Retail sales statistics	567	1978 sales compensation	183
Letter writing		Marketing Research		Netherlands		Organization guide	394
Communication	601	R&D scoreboard	508	Business incentives	58	Product	
Managers		Adolescent consumer	646	Furniture, furnishings industry	305	Line pricing	
Role in managing people	25	An applied approach	177	New Mexico		Scarcity periods	400
Marketing importance	382	Attitude measurement	384	Health care costs	378	Productivity	
Marketing research	17	Attitude research	379	Business profile		Management	18
Matrix management	492	Canada		Current events	412	Role in U.S. economy	209
Matrix maze	392	Current marketing topics	33	Economy, 1978-79	420	Sales measurement	513
More successful meetings	490	Competitive markets	170	North America		Products	
Motivation	396	Conference report		Printing industry		Directory	371
Multinationals, public affairs	391	Association	509	Indexing the past, forecasting the future	429	Office equipment	641
Myth of reorganizing	502	Consumer handbook	175	Ski areas		Profitability decisions	380
New manager, guide	503	Consumer satisfaction	504	Economic analysis	75	Public Relations	
New-product responsibility	503	Corporate strategy, awards	182	O		Career guide	619
Oral communications		Doctoral dissertations, research	172	Office Products		Handbook	625
Improvement manual	479	Economist's contributions	622	Specialization/diversification		Marketing tools	507
Organization guide	594	Economics guide		Survey report	100	Publishing	
Overburdened manager	495	1978-79	35	Oklahoma		Book, school/colleges	
Personnel appraisal system	160	Evaluating experiments	31	Labor market statistics		Guide	265
Personnel managers	393	Fashion market	381	August 1978	205	Directory	
Planning strategy, alternate	613	Importance to business	293	September 1978	81	Books	640
Predictive management	161	International		Nov. '78	203	Pulp and Paper Industry	
Pricing, industrial	70	Direct mail, company periodicals	171	North America		Directory	
Problems of planning	21	Life-cycle costing	294	Printing industry		U.S., Canadian mills	99
Process Life Cycle	163	Macro-marketing	44	Indexing the past, forecasting the future	429	Purchasing	
Product life cycle		Mail questionnaires		Ski areas		Alcohol consumption	
Applying to resource allocation	36	Improving response	37	Economic analysis	75	Advertising effects	475
Product profitability		Managerial approach	505	P		Business communications	510
Strategy analysis	380	Marketing in shrinking world	32	Office Products		Consumer buying power	645
Productivity	18	Multinational	42	Specialization/diversification		Consumer decision making	671
Productivity improvement	389	Process life cycle	163	Survey report	100	How metalworking buys	46
Project/systems managers		Product life cycle		Oklahoma		Industrial survey	647
College curriculum	166	Applying to resource allocation	36	Labor market statistics		Physical distribution	
Promotion	491	Quality of life		August 1978	205	Delivery terms	627
Promotions	617	Relationship	30	September 1978	81	R	
Purchasing decisions		Readings	176	Nov. '78	203	Real Estate	
Nurses	45	Reports, studies, surveys 1979	179	Office Products		Apartment/condominium market	589
Retail		Review of U.S. economic history	506	Specialization/diversification		Corporate facilities	240
Inventory	669	Sales forecasting		Survey report	100	Farm values	588
Retailing compensation 1977/1978	104	Introduction	173	Oklahoma		Industrial office park survey	587
Retail trades		Small business	180	Employment statistics		Industrial park growth	371
Automated financial systems	153	Small business		January 1979	332	Industrial sites	116
Science of negotiation	164	Bibliography	168	Oklahoma		Industry forecast 1979	
Small business		Social marketing/ethics	376	Labor		Major U.S. cities	239
Case method	618	Steps in conducting study	41	Employment statistics		Subsidized housing	440
Small business		Survey, services	291	January 1979	332	Market-1979	362
Diagnostic tests	489	United States, Canada, Europe	291	Oklahoma		Market review	662
Small meetings, planning	654	Survey 1978	34	Guide to sources	95	Office market	445
Staff meetings	494	Theory		International	526	Shopping center outlook	361
Strategies	500	Textbook	178	Periodicals Directory	633	Recreation	
Strategies, corporate	629	U.S. Skiing market	290	Personnel Policy Computers		Ski areas	
Supervisor, subordinate		ZIP marketing	402	Hiring practices	481	Aspen, Colorado	73
Ideal	26	Markets		Pharmaceutical Industry		Ski participants survey	
Time management		Auxiliary electric power systems	347	Advertising	134		
Avoiding common mistakes	23	Carpet industry	341	Advertising, effectiveness	6		
Trainers, problems	285	Catalog		Advertising, effectiveness	6		
Trainers, new image	597	Market shares	649	Advertising image			
Training		Codec	155	Use of perceptual mapping technique	1		
Human resources	602	Commercial satellite communications	375-454	Defense against critics	446		
Training function, growth	598	Communications		Foreign markets			
Training new supervisors	145	Ownership survey	642	Identifying/defining	38		
Training retail managers	370	Frozen foods and equipment	317	Marketing			
Zero based budgeting	666	Foodservice		Third-party prescriptions	379		
Manufacturing Industries		Selling to	382	Production costs/economies	244		
Battery guide	656	Hard surface cleaning products	316	Purchasing decision			
Battery guide		Heavy duty truck aftermarket	455	Nurses	45		
Buyers	407	Hospital	538	Research			
Directory		Hospital consumable, disposable supplies	314	Products, positioning	174		
TECUM	218	Hospitality	460	Survey report	395		
Directory of representatives	431						
Industrial purchasing power	67						
Oil companies	658						
Playthings	410						

Colorado	256	Time management	49	Nebraska sales		U.S. trucking firms	
Vail		ZIP analysis	624	Retail	570	Cost differences	227
South Dakota		Salesmanship		Office products		Profile/statistics	
Historic sites, tourist activity	471	10 greatest salespersons	55	Specialization/diversification	100	International, 1977-78	246
Tourist attractions, guide	450	Saudi Arabia		Oklahoma labor mgt.		Travel industry	
Research		Biographical survey	187	August 1978	205	Statistics, profile	
Consumer		Services		Oct. '78	80	Yearbook 1979	247
Psychobiology	292	Advertising role		Nov. '78	203	Travelers' guide	448
Consumer reports		Professionals' profile	261	Philanthropy			
Buying guide issue 1979	540	Avoid travel rip-offs	461	1978 annual report	636	U	
Questionnaire design	266	Fast food restaurants	462	Price stability strategy	511		
Research & Development		Foodservice market	467	Printing industry			
Advertising vs. FTC	621	Low cost tourist attractions	463	1978 sales compensation	183	United Kingdom	
Industrial management	284	Mess census	466	Productivity gains	209	Business incentives	58
Problems of planning	21	Small Business		Retailing compensation 1977/1978	104	Insurance industry	232
Texas expenditures	114	Case method		Retail sales	567	Retail trades	105
Restaurant industry		Analysis profile	618	Retail trades, FOR	672	Statistics	
Fast food directory	449	Computers		Satellite communications	121	Retail trades	102
Foodservice buying guide	415	Installation guide	606	Ski areas	73	Vehicle production	117
Menu survey, 1979	381	South Dakota		Texas		United States	
Retail Sales and Inventory		Tourism	386	Industrial expansion	196	Automotive industry	
Government reports	569	Spain		Population projections	133	Competition in world market	96
Retail Trades		Vehicle production	117	R&D expenditures	114	Business car policies, costs	229
Automated financial systems	153	Statistics		Tourism, international	246	Corporate earnings	651
Celebrations, anniversary	672	Abstract of United States: 1978	298	Tuna fish markets	90	Directory	
Chains, national		Advertising		UK		Awards, honors, prizes	251
Advertising	354	U.S. agencies	135	Retail trades	105	Dollar vs. foreign currencies	237
Chain restaurants	553	Agricultural industry		Tea, medicines, lighting, alcohol, tobacco	102	Elderly	
Compensation 1977/1978	104	1979 forecast	212	U.S.		Migration from central cities	
Computer applications		Alabama business	545	Periodicals/sources	119	Pattern, 1960-70	56
Independent stores	372	Animal feed	66	Population trends	185	Energy sources, alternate/Oil shale, outlook	559
Department/specialty stores	484	U.S. prepared	66	Projection of state populations	300	Exporters	
Consumer purchase	671	Budgets/Inflation	663	Small appliances	65	Information sources	373
Convenience stores	351	Business		Virginia, cost of living	198	Government financing	
Credit promotion	353	Profit survey	112	Virginia		Private business	233
Economics guide		Business 1977	87	Retail sales	670	Government, selling to	322
1978-79	35	Business use of government statistics	424	Waste recycling	181	Information workbook	
Encyclopedia		Business, Southern	653	Survey		Washington, DC	318
Foodservice industry	219	Colorado		Business outlook-1979		Interregional migration of poor	184
FOR report, 1978	672	Ski and winter recreation	591	Opinions of U.S. chief executives	88	Japanese trade	404
Future of retail food industry	222	Computers		Industry expansion	535	Laws vs. economic growth	549
Government reports		IBM system/34	270	State/local support	535	Legislative climate	
Statistical profile	566	Consumer behavior	623	Montana housing needs	586	Economic development	16
Growth of non-store retailing	585	Convenience stores	351	Sales management	539	Marketing surveys, services	291
International		Corporate earnings	651	T		Markets	
Chemists, photogoods	630	Sales, profits 1977	206	Technology		Bottled water	315
Co-op societies	405	Corporate scoreboard		Future outlook	547	Mexico, relations	186
Inventory	669	First quarter 1979	360	Office of the future	158	Motor business	309
Jewelry, fine		Credit		Telecommunications industry		North, South deal for dollars	299
Mechandising strategy	565	Revised Federal Reserve	142	Fiber optics		Oil geography in 1990	434
Management	571	Department store sales	103	Handbook	132	Population trends	185
Management		Economic projections		Television		Postal service	
Approaches to retail outlet	159	Industry, 1979	370	Mass media		Expanding zip digits	536
Markdown policy		Economy		Survey research	668	Pulp, paper mills	
Financial impact	355	New Mexico, 1978-79	420	Texaco		Directory	99
Nebraska sales	570	Projections to 1983	365	Directory		Real estate industry	
Photo, TV advertising	118	Economy, worldwide	386	Manufacturers	218	Forecast 1979	239
Playthings	410	Elderly		Industrial expansion	323	Researcher's guide to Washington, DC	319
Price shopping		Migration from U.S. central cities	56	Industrial expansion		Site selection	
Ad effectiveness	399	Patterns, 1960-70	56	July 1978	196	Geo-economic index	301
Price vs. quality	223	Employment, teenage	548	Oct. 1978	195	Skiing market	290
Retailing textbook	221	Energy, world	561	Population projections	133	Small business administration	
Sales productivity	513	Europe, guest workers	408	Urban fiscal strength	106	Regulations, effects	333
Sporting goods	220	Finance, mutual funds	575	Tourism		Statistical abstract: 1978	298
Supermarket promotions	403	Florida abstract	60	International		Periodicals/sources	119
UK		Florida		Europe	303	Projection of state populations	300
Grocers, supermarkets	105	Income, population	418	Great Britain	303	Today's Worker	421
Tea, medicines, lighting	102	Food industry		Nepal	303	Travel trends	248
Virginia		Market/prices	224	Northern Ireland	303	Trucking firms	
Trade statistics	670	Food/restaurant industries		International, 1977-78	246	Cost differences	227
Warehouse retailing	352	Menu survey, 1979	381	South Dakota	386	Women in economy	86
Retail Trends		Forbes 500	430	Tourist attractions, guide	450	Utilities	
Department store sales	103	Foreign currencies/U.S. dollar	237	Trends in U.S., Canada	248	Investor vs. municipally owned	120
Russia		Health care costs		Training		Zink demand	635
Computer markets	148	New Mexico/U.S.	378	Banks		V	
S		Higher education		Guides		Virginia	
Sales		Enrollment trends	600	International business	478	Cost of living, localities	198
Forecasting		Hospitality inkeeping	414	Human Resources	602	Retail Sales	670
Introduction	173	Hospitals, finances	110	Management commitment	598	W	
Selling to government	322	Household incomes	331	Management trainees		Warehousing	
Sales Management		Industry		Communication problems	285	Retail selling	352
Compensation review		Financial analysis, 1978	368	Managers, college courses	166	West Germany	
Monetary frequency	514	Industry survey		New image	597	Business incentives	58
Field sales force supervision	48	Earnings/debts	580	Products/services guide	483	Wholesale Trades	
Marketing function	378	Insurance industry, UK	232	Retail managers	370	Encyclopedia	
Personal selling	54	International		Survey		Foodservice industry	219
Pricing Authority	401	Vehicle production	117	Research opinions	599	Printing, publishing	
Printing industry		Investor characteristics	230	Transportation		Forecast '79	98
1978 sales compensation	183	Labor		Directory	550	Women	
Product lines		September 1978	81	Government policy	576	In American economy	86
Scarcity pricing	400	Marketing research	34	Heavy duty truck aftermarket	455	Youth	
Productivity measurement	513	Marketing technique	402	Transportation industry		Unemployment history	639
Professional selling	296	Markets		Heavy duty truck aftermarket	376		
Recruiting process	51	US and International	568	Motor vehicle data	122		
Sales forecasting		Mexico/US border industry	529	Space industrialization	225		
Developing country	50	Montana					
		Economy	423				
		Montana housing needs	586				